

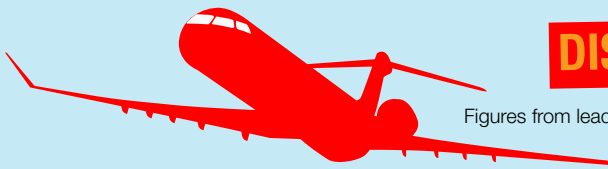
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# DataBank

# CHINA IN YOUR HAND

## STATS, FACTS AND FIGURES FROM THE FAR EASTERN POWERHOUSE



### DISTANCE COVERED

Figures from leading airline data provider OAG show the longest and shortest flights taking off in China.

#### TOP 5 SHORTEST FLIGHTS

Carrier	Departure city	Arrival city	Distance
Dragonair	Guangzhou	Hong Kong	135km
Tianjin Airlines	Haikou	Zhanjiang	140km
China Eastern	Shanghai	Zhoushan	143km
China Southern	Lianyungang	Xuzhou	154km
China Southern	Yancheng	Nantong	166km

Source: OAG

#### TOP 5 LONGEST FLIGHTS

Carrier	Departure city	Arrival city	Distance
China Southern	Guangzhou	New York	12,852km
China Eastern	Shanghai	New York	11,869km
United	Shanghai	New York	11,856km
American	Shanghai	Dallas/Fort Worth	1,805km
TAAG Angola	Beijing	Luanda	11,767km



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In 2014 China overtook the US as the largest source of overall international travel spending.

Source: IHG The Future of Chinese Travel



### TOP FIVE DEPARTING AIRPORTS FOR INTERNATIONAL FLIGHTS

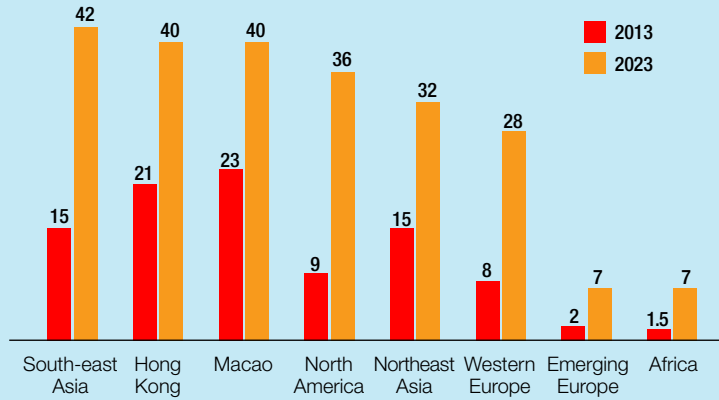
OAG has calculated the top five departing airports in China, based on seat capacity, for the projected period **March 29-October 24**.

Airport name	Seat capacity
Shanghai Pudong International	11.47 million
Beijing Capital International	8.76 million
Guangzhou	4.17 million
Hangzhou	1.33 million
Chengdu	1.31 million

Source: OAG

## OUTBOUND TRAVEL SPEND

IHG has predicted Chinese demand for long-haul travel will ramp up considerably by 2023 (actual and projected figures show total Chinese outbound travel spend, by destination, in US\$ billions).



Source: IHG The Future of Chinese Travel

Business travel spend in China has grown from **US\$32 billion** in 2000 to **US\$225 billion** in 2013.

Source: GBTA BTI Outlook – Annual Report and Forecast

# £930

(9,159 Chinese yuan)

Average daily spend by Chinese business travellers when travelling abroad.

Source: Chinese International Travel Monitor 2014

It is predicted that by 2023,

# 62%

of total Chinese outbound travel will be leisure-driven – a major shift in the purpose of travel for outbound Chinese, away from business travel.

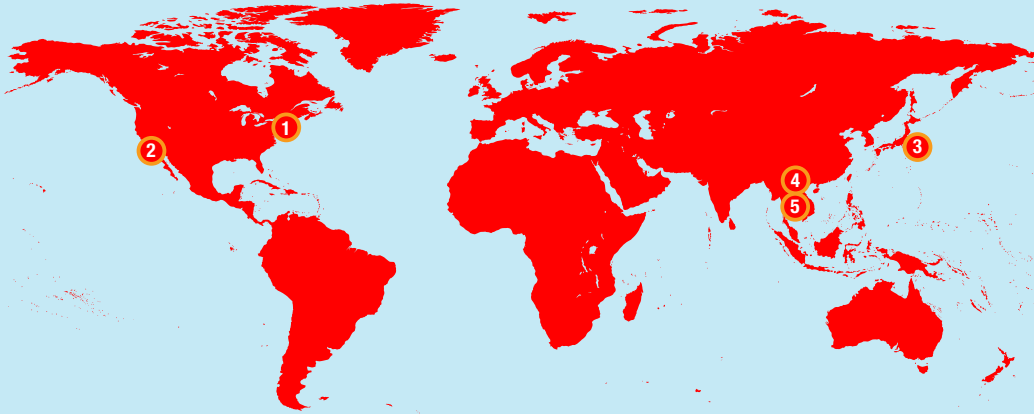
Source: IHG The Future of Chinese Travel

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## FUTURE GROWTH

Projected rise in the number of Chinese travellers to city locations globally between 2013-2023.



1	New York	+771,000	+196%
2	Los Angeles	+752,000	+192%
3	Tokyo	+701,000	+133%
4	Bangkok	+691,000	+39%
5	Pattaya	+527,000	+39%

Source: IHG The Future of Chinese Travel

### REGIONAL MARKET GROWTH

Figures from OAG show the change in the number of flights into, out of and within various global regions (actual and projected figures, for the period **March 29-October 24**).

Country	2011	2015	Change
North America	6.33 million	5.86 million	-7%
Western Europe	4.08 million	4.19 million	+3%
<b>China</b>	<b>1.44 million</b>	<b>2.07 million</b>	<b>+43%</b>
South-east Asia	903,364	1.39 million	+54%
North-east Asia	878,981	1.08 million	+22%
Middle East	503,625	619,318	+23%

Source: OAG

### LENGTH OF STAY

An IHG report identified the average length of stay by Chinese travellers in European destinations in 2013.

City	Nights
London	4.6
Berlin	2.2
Munich	2.1
Istanbul	2
Milan	1.7

Source: IHG The Future of Chinese Travel

**£60.17**

Average room rate for hotel stays per night in Beijing.

**£59.46**

Average room rate for hotel stays per night in Shanghai.

Source: HRS

**14.2%**

Prediction for Chinese-originated business travel spend growth for 2015.

**2017**

The year China is predicted to surpass the US in business travel spend.

**12%**

Predicted growth for 2016, when Chinese travel spend is expected to reach US\$334 billion.

Source: GBTA BTI Outlook – China Report

**59%**

of Chinese business travellers stay in four- or five-star accommodation.

Source: Chinese International Travel Monitor 2014

**36%**

of Chinese business travellers are under 35.